

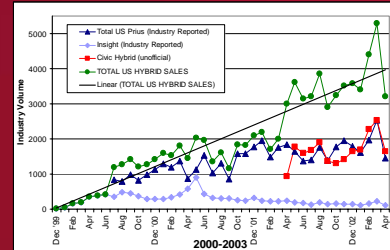
The All-New 2004 Toyota Prius



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U.S. Hybrid Sales History

- Segment sales increased 77% in CY 2002 and continues sales strength in CY 2003
 - Prius sales up 51% over previous year



Current Market

- Recent jump in sales
 - 2nd best-ever month: 1,968 units in Feb
 - Best-ever month: 2,532 units in March
- Factors:
 - Gas prices
 - Increased awareness of hybrid technology
- Limited availability of remaining current generation units



Next Generation Prius



Quantum Leap for Hybrids

- Driving Performance:** Acceleration equivalent to a conventional car (2.4L Camry)
- Environmental Performance:** Target mid 50s fuel economy with AT 100% LEV emission certification
- Styling:** Aerodynamic & sleek exterior with high tech interior flavor
- Functionality & Features:** Mid size, liftback design with 60/40 fold down rear seats and numerous technology features

How did we do it?



Hybrid Synergy Drive



Breakthrough technology delivering More with Less

- 2004 Prius is the first vehicle with it
- Variations can be used in other platforms:
 - Lexus RX 330 luxury SUV
 - More to come
- Paves the path to fuel cell vehicles

Hybrid Synergy Drive



Key technical improvements from the original Toyota Hybrid System:

- New voltage converter between motor & battery
- Higher power density output battery
- High speed, high power motor/generator
- Higher RPM limit on engine
- Additional by wire technology

Target Performance

ICE HP	Battery HP	Total HP
78	28	106

	0 - 60 time	MPG (Combined)
N/G Prius Target	10.5	55
C/G Prius	12.5	48

- Improved handling due to new suspension
- Better passing acceleration
- AT-PZEV certification (better than SULEV)

Styling

- "Advanced," "futuristic," "sleek" exterior (0.26 Cd)
- Innovative interior with hi-tech flavor
- Vastly improved functionality
 - Midsize platform
 - 4-door with "liftback" design
 - 60:40 split fold down rear seats, under-deck rear storage compartment

	C/G	N/G	Difference
Wheelbase	100.4"	106.3"	+5.9"
Length	169.7"	174.8"	+5.1"
Width	66.7"	67.9"	+1.2"





Preliminary Standard Features

- Push Button Start & Shift-by-wire
- Power windows/locks
- Electric A/C
- 60:40 split rear seat with rear deck storage
- Cruise Control
- AM/FM/CD
- Larger multi-information display
- ABS
- Audio/HVAC steering wheel controls
- Tire pressure warning



Optional Features

- Rear wiper
- Side & Curtain Airbags
- Enhanced Vehicle Stability Control
- Fog lamps and HID
- Security & Garage Door Opener
- Smart Entry & Start
- JBL 9-speaker w/6-disc In-Dash CD changer
- Navigation system (w/Bluetooth capability)

Marketing the New Prius

- Pre launch campaign centers on flash website at www.toyota.com/newprius
- Driving traffic to website via
 - NY Auto Show publicity
 - Print and TV teaser advertising
 - Lifestyle events to come
- Global marketing launch will coincide with mass availability of product

PRIUS



NOW.

New York Auto Show



Seed Card

Pre-Launch Print



Availability and Sales

- Launch in Fall 2003 (TBD)
- Availability at most US dealers and through corporate fleet sales
- Expect high demand based on very positive early feedback
- Increased production from 12,000 to 36,000
- Key objective is to increase sales to government and corporate fleets



